



# US Home Style

A special all-inclusive  
U.S. exhibitor package to

*macef*  
milano  
International Home Show

Milan, Italy - September 8-11, 2011

## Macef contacts

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Italy's most prestigious  
international exhibition  
dedicated to the world  
of the home

In collaboration with:  
**The U.S. Commercial Service  
in Italy**

**fieramilano**



**FIERA MILANO**



**FIERA MILANO  
RASSEGNE**

**Exhibition Center:** Fiera Milano, Rho-Pero  
Strada Statale del Sempione, 28, 20017 Rho, Milano (Italy)



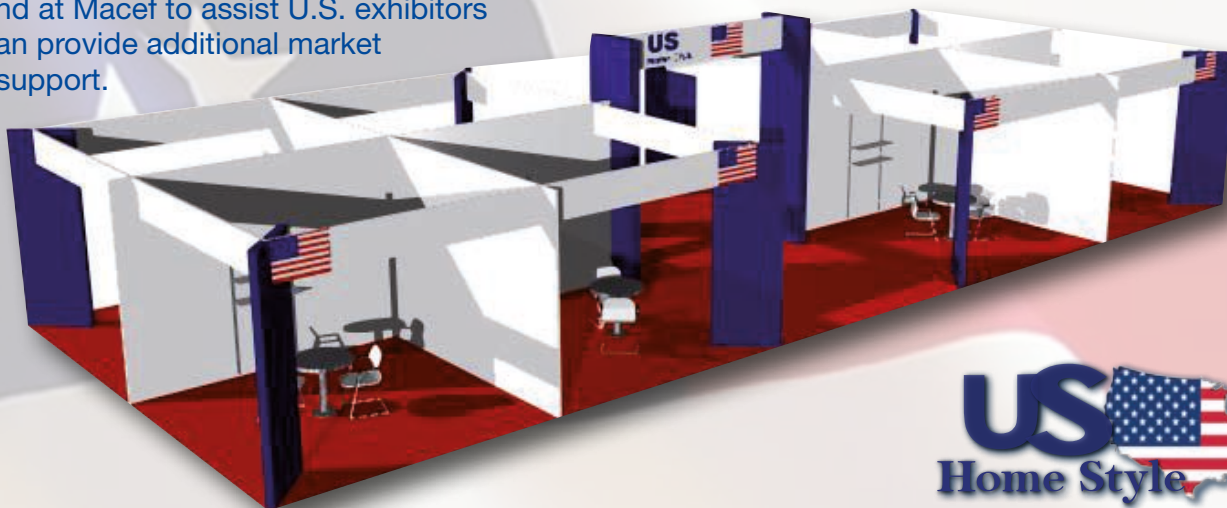
**ITALY:**  
**An important market for U.S. companies**

The US Home Style at Macef project is being developed by Rassegne with support from the U.S. Commercial Service in Italy.  
The U.S. Commercial Service is the export promotion agency of the U.S. Department of Commerce.  
The U.S. Commercial Service staff will be on hand at Macef to assist U.S. exhibitors and can provide additional market entry support.

**MACEF:**  
**90,000 visitors and 1,800 exhibitors (2010)**

**Product Categories:**

- Home Décor
- Tableware, Silver & Kitchenware
- Gifts, Trade & Big Volume
- Bijoux, Gold, Fashion & Accessories



**The Concept**

A long term\* development program established to assist high quality and innovative U.S. companies to enter the Italian and other European markets

- \* First participation fee: € 1,000.00  
Second participation fee: 50% off Macef regular exhibitor rates  
Third participation fee: 30% off Macef regular exhibitor rates  
Participation in all the three editions is NOT mandatory.

**Turn-key exhibitor package includes:**

- A fully equipped 10sqm (~10'X10' ) booth
- An extensive promotional campaign
- Accommodation booking services
- Shared interpreter service at the event
- Edition fee...

**...ONLY € 1,000.00!**



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